

COMMUNICATIONS MANAGER**Opening Date:** July 12, 2015**Status:** Full-Time Regular**Salary Range:** \$5063-\$6160/month**Closing Date:** Open until filled**NATURE OF POSITION**

The Communications Manager for the City of Walla Walla is responsible for development, implementation and oversight of the City's communications plan in line with the City's mission, vision and values and with established strategies and objectives. This position is accountable for engaging employees, residents, businesses and visitors in two-way communication with the City and for enhancing the City's public image through effective public information and media relations programs. The Communications Manager serves as the City's primary contact with the media, community organizations, government agencies and other groups. The Communications Manager will be expected to model and foster the City of Walla Walla's core values:

Customer Focus and Service**Excellence****Stewardship****Communication****Leadership and Integrity****REPRESENTATIVE DUTIES**

- Function as chief consultant to all departments for the planning, development, implementation and execution of strategies and policies for communications, marketing, public relations and branding. Serve as in-house expert and advisor to departments in communications matters.
- Collaborate with City leadership and stakeholders to design, develop, organize and execute the communication, marketing and branding of the City's Strategic Plan with internal and external audiences.
- Develop, execute and shape a comprehensive image of the City through short-term and long-term public relations and marketing strategies. Work collaboratively with departments to market and enhance the City's image. Coordinate placement of information with various media outlets, associations, agencies and businesses as well as internal and local groups.
- Accurately assess the intent of the City Council, City Manager and various City departments to effectively interpret and communicate messaging which enhances the City's image.
- Coordinate internal communication programs to facilitate productive two-way communications between management and staff.
- Develop and manage the City's communications policies to include strategies and protocols for media relations, public relations, inter-departmental and enterprise wide messaging.
- Manage the City's electronic identity including the City's intranet, website and social media presence; develop and coordinate web content, updates, upgrades and navigation structure. Post and monitor electronic media communications; respond to inquiries as necessary.
- Research, compose and edit communiqués for articles, press releases, speeches, newsletters, brochures, reports, electronic media and other messaging mediums. Acquire collateral materials including images and supporting data; ensure all rights and approvals are obtained.

- Plan, design, and coordinate production and distribution of publications, to include editing copy; securing photographs and/or artwork; reviewing and approving of final layouts, proofreading, writing bid specifications, securing and approving printing services and final printed work. Provide management oversight for production, presentation and dissemination. Manage vendor relationships.
- Assist in preparing and monitoring the annual budget for assigned programs and activities in line with established objectives and action plans.
- Plan and coordinate various outreach activities including town hall meetings and presentations to the City's stakeholders. Ensure City representation and participation in community events.
- Ensure that all communications are reflective of the City's mission, vision and values and are inclusive, relevant, timely and transparent.

REQUIRED MINIMUM QUALIFICATIONS:

Bachelor's degree in journalism, communications, public relations, marketing or closely related field. Two years of progressively responsible experience in a position with broad communications responsibilities. Two years experience writing newsletters, articles and press releases. Experienced in website utilization for communications purposes. Valid driver's license.

RELEVANT KNOWLEDGE & EXPERIENCE:

- Solid foundation in the discipline of marketing communications and public relations; working knowledge of the creative process; strong project coordination capabilities.
- Demonstrated success developing and managing communications plans from concept through execution; experience constructing multi-faceted communication campaigns utilizing email, websites, print collateral and other response mechanisms.
- Project management skills to control the scope and timing of projects; complete projects on time and within budget; apply critical analysis to results; build contingency actions to generate desired outcomes.
- Experience writing for marketing, public relations and/or brand imaging purposes; able to write clearly and informatively; edit work for spelling and grammar; vary writing styles to meet needs; able to read and interpret written information.
- Competent with public presentations and speaking engagements; ability to speak clearly and persuasively; listen and seek clarification; perceive nuances; respond to questions and elicit favorable impressions.
- Able to influence and be a thought-leader throughout the organization as well as with executive management, City Council members, media contacts and local stakeholders. Work closely with others to achieve consensus; work independently to execute outcomes.
- Knowledgeable of contemporary research resources; able to research, curate and analyze information; able to transfer information in concise and compelling formats that engage audiences.
- Ability to manage social media strategies and tactics; familiarity with current and cutting-edge communications vehicles, practices and technologies, including shareable content, video and social media.
- Able to manage multiple projects and maintain well organized project plans; demonstrate attention to detail; produce quality creative solutions that reinforce and strengthen the City's brand image and identity.

- Strong ability to interact effectively with all levels of personnel in a professional and tactful manner; proactive, patient and persistent in soliciting and incorporating both internal and external stakeholder feedback.
- Proficient with Microsoft Office Suite including Word, Excel and Power Point.

DESIRED QUALIFICATIONS & SPECIAL REQUIREMENTS:

Five years of increasingly responsible experience in public or community relations work including media relations, public involvement and marketing. Experience with web site development and coordination. Experience employing social media as a communications technique. Previous experience in city or county government setting. Previous experience supporting citizen committees. Bilingual in Spanish.

WORKING CONDITIONS & PHYSICAL DEMANDS:

Work is primarily performed in an office setting and frequently at other public settings for community meetings. Work involves computer use, and occasional lifting of objects up to 50 pounds such as audio/visual equipment. Requires working beyond normal working hours to attend evening and weekend meetings. Requires sitting or standing for extended periods of time, hearing and speaking to exchange information; seeing to read and analyze reports; dexterity of hands and fingers to operate a computer keyboard.

APPLICATION AND SELECTION PROCEDURE:

Completed City application and resume are required to apply. Applicants whose experience most closely meets the requirements of the position will be invited to continue in the selection process which will consist of an oral panel interview, reference inquiries and criminal background check. The incumbent will serve a six-month trial service period. Completed application packages can be mailed to:

CITY OF WALLA WALLA-HR

15 N. Third Avenue

Walla Walla, WA 99362

emailed to hr@wallawallawa.gov or faxed to (509) 524-7935.

REASONABLE ACCOMMODATION: The City of Walla Walla will provide reasonable accommodation to handicapped applicants, if requested. Please notify the Human Resources office at least 5 days prior to the need.

NOTE: The provisions of this bulletin do not constitute an expressed or implied contract. Any provision contained herein may be modified and/or revoked without notice.

EQUAL OPPORTUNITY EMPLOYER / AMERICANS WITH DISABILITIES ACT EMPLOYER

THE CITY OF WALLA WALLA DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, NATIONAL ORIGIN, GENDER, SEXUAL ORIENTATION, RELIGION, AGE OR DISABILITY IN EMPLOYMENT OR THE PROVISION OF SERVICES.

MINORITIES AND WOMEN ARE ENCOURAGED TO APPLY.